

Note: This is a list of the teachable skills a growth hacker could learn. Three caveats: (1) this is just rough brainstorming (2) this list is designed to be all inclusive - no single growth hacker should probably learn everything here (3) these are just the teachable skills - arguably, the “it factor” of persistence, focus, etc is much more important

What should/could a growth hacker learn?

What do the best growth marketers know that other people don't? What do growth hackers study for fun?

Once someone understands the growth basics, where should they focus next?

To get the conversation started, I brainstormed a couple pages of ideas over the weekend:

(Update: Now expanded and improved thanks to Andrew Thompson, Ivan Kreimer, Sean Ellis, Morgan Brown, and others on [GrowthHackers](#).)

1. driving traffic
 - a. push marketing (like an ad)
 - i. online
 1. adwords
 2. retargeting
 3. mobile marketing
 - ii. offline
 1. direct marketing
 2. print media advertising
 - a. design/copy
 3. retail marketing
 - b. pull marketing (like an ebook)
 - i. SEO
 1. local SEO
 - ii. content marketing
 - iii. social marketing
 1. Facebook
 2. Twitter
 3. Linkedin
 4. Google Plus
 - iv. email marketing
 - v. PR
 - vi. brand management
 - c. product/viral marketing (like referrals)
 - i. referrals
 1. paid

- 2. unpaid
 - 3. double/single sided referral schemes
 - ii. affiliate marketing
 - iii. incentives
 - iv. api integrations (like AirBnb/Craigslist and Spotify/Facebook)
 - 2. converting customers
 - a. landing pages
 - b. calls to action
 - c. pricing strategies
 - d. optimization
 - i. a/b testing
 - 1. experimentation process
 - 2. scientific method
 - a. Hypothesis creation and validation
 - 3. research & documentation techniques
 - 4. Statistical significance
 - ii. Elliot Smukler's optimization model (reduce friction, increase incentive, increase exposure)
 - e. onboarding
 - i. "ah ha" moments
 - ii. transactional emails
 - iii. inapp notifications
 - iv. phone notifications
 - f. sales process
 - i. leads qualification
 - ii. closing the sale
3. keeping customers
 - a. engagement
 - b. retention
 - c. customer dev
 - i. community building
 - ii. customer support
 - d. user experience
 - i. gamification
 - ii. user research
 - 1. insights surveys
 - 2. exit interviews
 - e. product design
 - i. product/feature development process
 - 1. packaging design
 - 2. supply chain management
 - ii.
4. marketing strategy

- a. business models
 - i. freemium
 - ii. saas
 - iii. mobile
 - iv. e-commerce
 - v. marketplace
 - vi. UGC (social networks)
- b. growth stages
 - i. early traction
 - 1. product/market fit
 - ii. transition to growth
 - iii. growth
- c. internationalization
 - i. foreign language skills
 - ii.
- 5. supporting skills
 - a. programming/coding
 - i. html/css
 - 1. basic web design skills
 - ii. SQL
 - iii. Python
 - iv. RoR
 - v. web scraping
 - b. behavioral psychology
 - i. science of persuasion
 - c. analytics
 - i. statistics
 - 1. statistical significance
 - ii. predictive models
 - iii. funnel models
 - 1. aarr metrics funnel model
 - 2. other similar models
 - a. Chamath Palihapitya: Acquisition => Activation => Engagement => Virality
 - b. Neil Patel: Get Visitors => Activate Members => Retain Users
 - iv. common metrics (KPI, Viral K, CTR, CAC, LTV)
 - v. cohorts and segmentation
 - vi. quantitative analysis (clickstream data analysis, aka. the basic analysis)
 - 1. Net Promoter Score (NPS)
 - vii. qualitative analysis (Surveys, interviews, lab user testing, etc.)
 - viii. Competitive intelligence (using Alexa, Compete, etc.)
 - ix. setting up analytics

1. general (GA)
 2. specialized (Kissmetrics, Mixpanel)
 3. custom (built internally)
 4. Data mining via SQL/NoSQL queries
- d. copywriting
 - i. Email subject lines (Dave McLure's 80/20 on subject lines to body copy)
 - ii. Email body
 - iii. CTAs
 - iv. Blog posts
 - v. Landing pages
- e. tools
- f. team building
 - i. components of a growth team
 1. Development
 - a. Frontend
 - b. Backend
 - c. Mobile
 2. Data Science
 3. Content Marketing
 4. Email Marketing
 - ii. motivation
 1. Incentivizing experimentation (X experiments per week)
 - iii. Build failure into the team/process (i.e. fail fast)